PURCHASE INTEREST

Total

	Players Menthol			Raffles		
	Before Trial	After Trial	Diff.	Before Trial	After Trial	Diff.
N =		55			68	
	%	%	%	%	%	%
Positive Interest	53	55	+ 2	64	57	- 7
Definitely buy	29	31	+ 2	32	25	- 7
Probably buy	24	24	--	32	32	--
Might or might not buy	25	25	--	12	13	+ 1
Negative Interest	22	20	- 2	23	29	+ 6
Probably not buy	9	7	- 2	13	4	- 9
Definitely not buy	13	13	--	10	25	+15

White

	Players Menthol			Raffles		
	Before Trial	After Trial	Diff.	Before Trial	After Trial	Diff.
N =		37			49	
	%	%	%	%	%	%
Positive Interest	54	57	+ 3	62	56	- 6
Definitely buy	30	30	--	37	23	-14
Probably buy	24	27	+ 3	25	33	+ 8
Might or might not buy	24	24	--	16	16	--
Negative Interest	22	19	- 3	22	28	+ 6
Probably not buy	11	5	- 6	10	6	- 4
Definitely not buy	11	14	+ 3	12	22	+10

Black

	Players Menthol			Raffles		
	Before Trial	After Trial	Diff.	Before Trial	After Trial	Diff.
N =		18			19	
	%	%	%	%	%	%
Positive Interest	50	50	--	74	64	-10
Definitely buy	28	33	+ 5	21	32	+11
Probably buy	22	17	- 5	53	32	-21
Might or might not buy	28	28	--	--	5	+ 5
Negative Interest	22	22	--	26	32	+ 6
Probably not buy	5	11	+ 6	21	--	-21
Definitely not buy	17	11	- 6	5	32	+27

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